

# ADV 3008 (0009) | Principle of Advertising | Summer A 2020 | Dr. Starr

Instructor: Dr. W. John Starr

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Office Hours: By appointment on Zoom

**THIS IS A SYNCHRONOUS ONLINE**

**COURSE.**

**CLASS MEETS WEEKDAYS, 9:30 TO 10:15**

**A.M. – 2<sup>ND</sup> PERIOD**

**SUMMER A – MAY 11 – JUNE 19, 2020**

## Course Description:

Advertising is a prevalent and persuasive force in our society. Advertisers spend billions of dollars each year on marketing communications including advertising. What is the purpose of these expenditures, and what are the effects? These are some of the issues that will be discussed in this course.

We will also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different roles within each of these types of organizations. You will also find out about how they do their job, what people inside the business are like, and what role you might someday play should you choose an advertising career.

## Course Objectives

Specific course learning objectives are as follows:

1. Develop an understanding and appreciation of advertising concepts and practices.
2. Explain the role and impact of advertising in America and the world.
3. Introduce opportunities available to students in careers in advertising and related fields. To teach students how to write and deliver an exciting and well-conceived campaign presentation that empowers and energize a client.

## Textbook - required

- Arens, Weigold, 15e (2017). Contemporary Advertising and Integrated Marketing Communications. Published by McGraw Hill Education Copyright © 2017 by McGraw-Hill Education. ISBN 978-1-259-54815-4.

## Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class. Class participation will be by using chat on Zoom.

## Assessment

Students' grade will be based on their performance in these areas: two exams, four quizzes, class participation, assignments and attendance. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be offered when possible and points will be allocated at the instructor's discretion. The following provides a points allocation for each of these areas:

## Assignment Grading

|   | <u>Points</u> |
|---|---------------|
| 1. Exams  | 80 (2@40)     |
| 2. Class Participation (attendance, homework assignments) | 60            |
| 3. Quizzes  | 80 (4 @20)    |
| 4. Team project – IMC Plan                                | 50            |
| 5. Team Assignments                                       | 30            |
| 6. TOTAL  | 300           |

## Grading Scale

| Points    | Grade |  | Points    | Grade |
|-----------|-------|--|-----------|-------|
| 276 - 300 | A     |  | 228 - 239 | C+    |
| 270 - 275 | A-    |  | 210 – 227 | C     |
| 258 - 269 | B+    |  | 198 – 209 | D+    |
| 240 – 257 | B     |  | 180 – 197 | D     |
|           |       |  | Below 180 | E     |

## Exams:

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture PowerPoints, class notes, and in the text up to the exam date specified on the syllabus. The general exam format consists of multiple-choice questions. Prior to each exam, the instructor will provide a review of the material included. Make-up exams will be allowed only for the students who miss the class of the exam date with the appropriate documentation. The exams and quizzes will be administered using Canvas.

## Quizzes:

There will be 4 quizzes with 10 questions each. Questions will true/false statements and multiple choice.

## Excused Absences:

Absences are excused if:

1. You had an unexpected/unpreventable emergency
2. You can provide written documentation of the emergency (doctors' note, accident report)
3. You notify (or have someone notify) me at least 24 hours prior class. You can contact me by email ([wjstarr@ufl.edu](mailto:wjstarr@ufl.edu)) or by phone 352-339-3276.

## Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible to give students time to make any necessary arrangements.

## Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On

my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

## Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Observing Zoom rules of decorum
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Being focused on the lecture and being active learners: any personal chatting during class will distract the class-learning environment.
- Refraining from social networking, texting etc. during class time.

## Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

## Counseling Services

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

## Tentative Course Schedule

Below table represents a tentative outline of topics that will be covered over the course of the semester. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. I will advise the class of any events that necessitate revision to the present schedule.

|       |       |                  |   |                      |
|-------|-------|------------------|---|----------------------|
| May   | 11-15 | Lecture/Quiz #1  | Introduction to course – Read Chapters 1, 2 and 3 | Quiz #1, 5/15        |
|       | 18-22 | Lecture/Quiz #2  | Read Chaps. 4, 5, and 6.                          | Quiz #2 on May 22nd  |
|       | 25    | No Class Holiday |   |                      |
|       | 26-29 | Lecture/Exam #1  | Read Chaps. 7, 8, and 9.                          | Exam #1 May 29th     |
| <hr/> |       |                  |   |                      |
| June  | 1-5   | Lecture/Quiz #3  | Read Chapters 13-16                               | Quiz #3 on June 5th  |
|       | 8-12  | Lecture/Quiz #4  | Read Chaps. 10, 11 and 12.                        | Quiz #4 on June 12th |
|       | 15-16 | Lecture          | Read Chaps 17-19                                  |                      |
|       | 17    | Exam #2          |   |                      |
|       | 18-19 | Presentations    | Present Team Project via Zoom                     |                      |